FOR IMMEDIATE RELEASE

Valassis Introduces Connected Analytics –
Powerful Holistic Consumer & Market Intelligence Solution
Provides Brands Improved Campaign Guidance Amid Rapidly Changing Consumer Landscape

LIVONIA, Mich., Aug. 18, 2020: Valassis, a Vericast business and the leader in marketing technology and consumer engagement, is launching a new insights-based solution – Connected Analytics – that uniquely combines proprietary data and sales insight to fuel omnichannel marketing strategies designed to maximize ROI and profitability.

Through the combination of patented Valassis Consumer Graph™ intelligence, proprietary coupon redemption and permissioned client sales data, Connected Analytics provides brands with an expanded understanding of the promotion landscape, presenting greater holistic insights to motivate consumer purchase. Valassis partners with consumer packaged goods (CPG) brands by utilizing this comprehensive data asset to determine high and low opportunity segments. This enables brands to create targeted, influential, media-agnostic campaigns based on demographics, interest and other characteristics, effectively optimizing savings and media mix strategies at the national and retailer levels.

Leading CPG brands with early access to this solution have applied Connected Analytics, powering incremental lift in sales and redemption. Additionally, by capitalizing on what drives the highest engagement, CPG manufacturers can then reinvest budget dollars in other ways, such as digital amplification of free standing insert (FSI) coupons or additional FSI programs, to maximize results with the same spend.

"Recently, we've seen significant shifts in consumer buying and media consumption patterns," said **Meggie Giancola, Head of CPG Sales and Strategy, Valassis.** "These changes are dynamic, with fluctuations happening in ecommerce and in-store, requiring marketers to reorient their strategies to continue delivering meaningful connections with consumers. With this advanced solution, Valassis applies strategic guidance as a critical intelligence partner to provide a holistic view of current brand performance at retail with systematic approaches to optimize for success."

Additional benefits of Connected Analytics include the ability to:

- **Identify untapped audiences:** Leverage shopper profiles to motivate discovery and drive household penetration, tapping new audiences and revenue. Recent Valassis research shows 61% of consumers can be inspired to try something new if presented a relevant coupon or discount.
- **Spend funds more efficiently:** Reinvest funds to the most relevant tactics without increasing costs by focusing on ideal markets or stores and audiences.
- **Optimize media mix:** Execute campaigns using the right combination of media, based on real-time consumption patterns, to drive shoppers toward purchase.

- **Realize stronger performance:** Develop multichannel media plans that ensure brands are in the right place, at the right time, with the right tactics for better results.

Learn more about Connected Analytics.

About Valassis

Valassis, a Vericast business, is the leader in marketing technology and consumer engagement. We work with over 60,000 companies and brands in a wide array of industries, partnering to anticipate consumer intent, inspire action, and create demand. NCH Marketing Services, Inc. and Clipper Magazine are Valassis subsidiaries, and RetailMeNot Everyday™ is its consumer brand. Its signature Have You Seen Me?® program delivers hope to missing children and their families. Follow Valassis on LinkedIn and Twitter.

Media Contact

Mary Broaddus
Vericast
Mary.Broaddus@vericast.com
734 591-7375